

# ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 703355  
**Alt Order #:** 6257855  
**Product Desc:** STEARNS 7.31-8.3 ADD  
**Estimate:**  
**Flight Dates:** 07/31/12 - 08/03/12  
**Original Date / Rev:** 07/30/12 / 07/30/12  
**Order Type:** Political

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Stearns, C / R / Congress  
**Demographic:** A50+  
**Product Codes:** PL-US House Representative  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	4	\$1,685.00	\$1,432.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$1,685.00	\$1,432.25	0.00
<b>Totals</b>	<b>4</b>	<b>\$1,685.00</b>	<b>\$1,432.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	17%	\$1,685.00
Market	100%	\$9,911.76

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$495.59
WCWJ	0%	\$0.00
WJXT	35%	\$3,469.12
WJXX	10%	\$991.18
WTEV	33%	\$3,270.88

*New*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	07/31/12	08/03/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p -TWTF--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$550.00		0.00			
2	WTLV	07/31/12	08/03/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a -TWTF--	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-TWTF--				1	\$35.00		0.00			
Totals													4	\$1,685.00

*ps - in 5*

*note 5*